

### SUMMARY

I am a senior resource that brings together the technology and business worlds. I have a range of experience from small software companies and Internet startups to large worldwide software companies. I have a reputation for going after the tough tasks, the hard goals, and accomplishing what the business needs to thrive. My pragmatic approach has been very successful in applying technology to business needs.

I can act as an operational manager focusing on supporting the business with real-time strategies or as a technical visionary determining the path for the business to pursue. In either case I can work at the technical or business level interchangeably keeping a constant conduit open between these equally important aspects of the company.

In technology, I have a depth and background that few can match. I have worked on most major OS, Database and Development platforms to ensure that I could best solve the problems at hand. In addition, by using my pragmatic background and IT experience, I have helped build and shape some of the key development technologies in use today.

I have designed programming languages, built development tools and frameworks, designed and written consumer software, created small business software, led teams creating large IT infrastructure, and worked across the web from simple sites to high scalability e-commerce and information retrieval systems; not forgetting Web 2.0. I have led consulting groups, designed training and course curriculum, taught corporate and university students, led open-source teams, built online-communities, and I have founded startups. I have even turned-around technical teams and companies that were at the brink.

I am looking for situations that can best make use of me and to which I can have a lasting impact. This may be with the management team, product management, evangelism, technical management, technical leadership, or down-and-dirty coding. I have a lot to offer either in a consultant or full-time capacity and I am willing to explore a wide range of opportunities.

### PERSONAL INFORMATION

US Citizen with 5+ years work experience in Canada under work permits.

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### INNOVATION

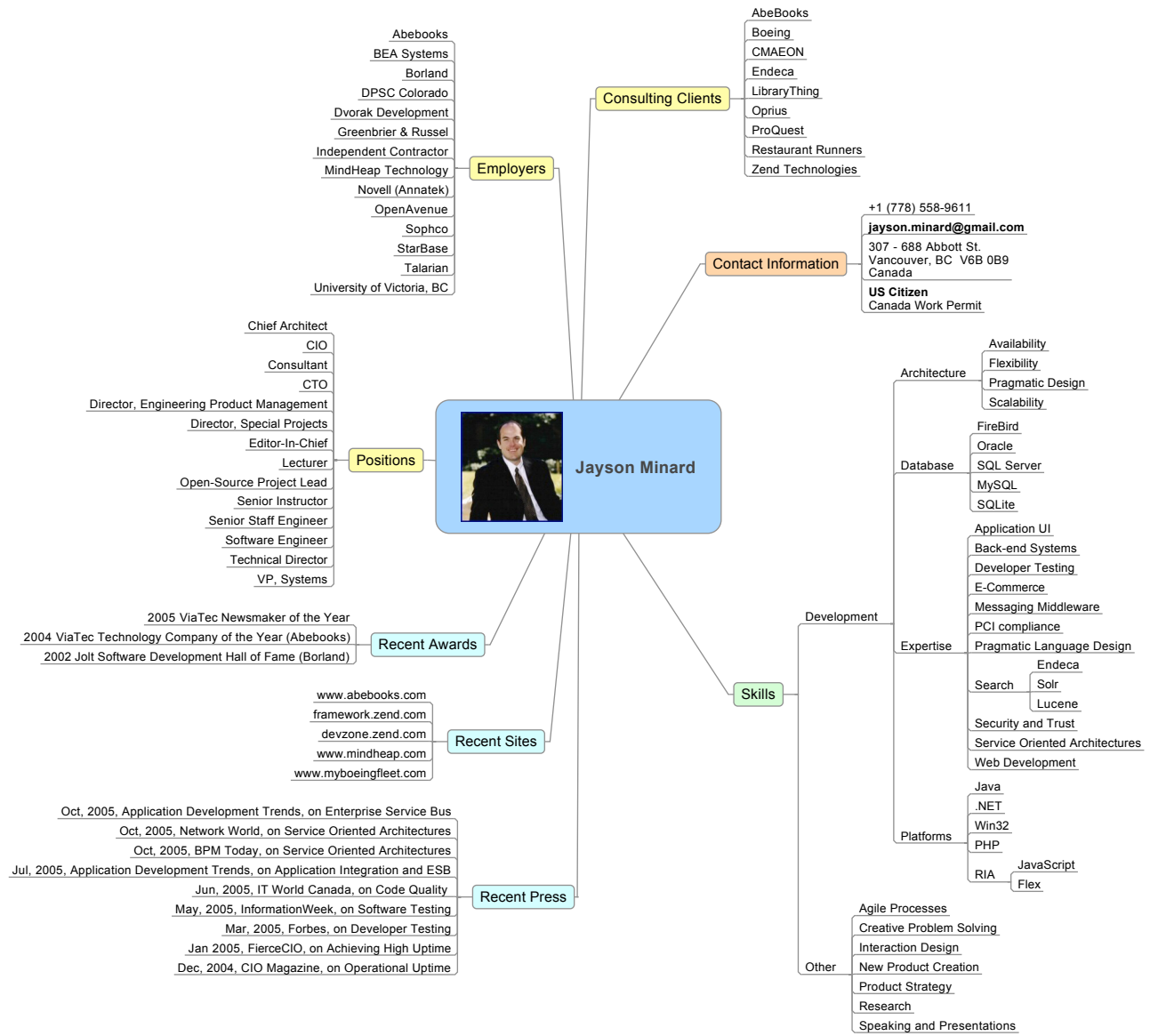
- ✓ Created the first WYSIWYG e-mail client and system.
- ✓ Patented the basis for class/source browsing Integrated Development Environments (IDE).
- ✓ Helped shape key early Java specifications.
- ✓ Creative problem solver in both technology and business.

### TECHNOLOGY

- ✓ Fluent programmer across .NET, Java and PHP.
- ✓ Deep experience with major database platforms including SQL Server, Oracle and MySQL.
- ✓ Experience and daily use in Windows, Mac OS X and Linux.
- ✓ Practical use of virtualization in development, test and production environments.
- ✓ Built real-world Amazon EC2/S3 applications.
- ✓ Strong understanding of high scalability and throughput applications.

### LEADERSHIP

- ✓ Turned suffering IT teams into healthy and productive organizations.
- ✓ Created successful products where others gave up or were defeated.
- ✓ Created successful startups.
- ✓ Created near-shore and offshore teams for clients.
- ✓ Teacher and mentor.



### FOUNDER OF MINDHEAP TECHNOLOGY

[WWW.MINDHEAP.COM](http://WWW.MINDHEAP.COM)

**Jan 2006 – Present**

Founded consulting company with offices in the US and Canada providing technology strategy, architecture, product management and development consulting at high levels in client organizations worldwide. MindHeap also helps companies building, manage and work with outsourced resources whether they are offshore, near-shore or just down the street.

MindHeap clients have included:

Boeing	<a href="http://MyBoeingFleet.com">MyBoeingFleet.com</a> technical architecture, search federator, and product development.
ProQuest	New search system architecture for strategic product, and advise VP of Product Management.
AbeBooks	Held CIO and CTO positions.
Endeca	Subcontracting for strategic accounts, built MetaEndeca solutions engineering product.
Zend	Editor in Chief of Zend DevZone and interim Leader of Zend Framework, advisor to CMO.
Oprius	Advisor to CTO.
LibraryThing	Advisor to CEO and technical teams.
CMAEON	Advisor to the CEO.

In addition, on MindHeap projects I helped companies form and coach agile development teams and build stronger development infrastructure. I also worked hands-on with the following technologies:

Java:	Solr, Lucene, Tomcat, Spring, Stripes, SonicMQ, Coherence, Velocity, JUnit, ANT, CruiseControl
.NET:	C#, ASP.NET, WinForms, Castle Project, DevExpress, EntitySpaces.net, NUnit, CriuseControl.net
PHP:	Zend Framework, Smarty
Web:	Flex, JavaScript, JQuery, ExtJS, AJAX, HTML, XHTML, CSS
Database:	SQL Server, Oracle (including RAC), MySQL, PostgreSQL, SQLite
Search:	Endeca IAP, Solr, Lucene, DieselPoint
Team:	TargetProcess, JIRA, Confluence, Fisheye, Crucible, Unfuddle
Infrastructure:	MS Windows, Mac OS X, Linux, Solaris, VMWare, MS Virtual Server, Amazon EC2 / S3 / SQS

### TECHNOLOGY EXECUTIVE AT ABEBOOKS

[WWW.ABEBOOKS.COM](http://WWW.ABEBOOKS.COM)

**Apr 2006 – Apr 2007**     **CTO (via MindHeap contract)**

**May 2004 – Apr 2006**     **CIO / CTO**

**Jun 2003 – May 2004**     **VP Systems**

AbeBooks is the world's largest marketplace for books with over 100 million books from 13,500 suppliers around the world operating localized sites in North America, Australia, United Kingdom, France, Spain, Germany and Italy.



Set the strategic technology direction for the company. Provide research and analysis supporting management decisions. Managed the technology groups including Internal IT, Site Operations, Product Development, Program Management, and QA. Governed the IP portfolio and licensing, vendor relationships and related contracts. Managed the IT budget and capital budget for the company. Acted as Chief Software Architect.

During my tenure, I moved the company from a stuck position of failing to deliver services reliability at 30 million inventory items to an open-ended scalability model now passing 6 million searches a day over 100 million inventory items that churn daily at a rapid pace. I provided similar improvements across the board in other services such as order processing, financial systems and general batch and online systems. Rebuilt the technical teams as the company moved into a more professional and higher growth mode by improving the team skill levels and recruiting new senior talent.

Also focused on internal security, IT infrastructure, agile processes, and overall system architecture.

Some of the development technology in use at AbeBooks included Java, C# and .NET, Tomcat, SonicMQ, Coherence, iBatis, Endeca IAP, Infragistics, DevExpress, JavaScript, Oracle RAC, SQL Server, SQLite, Linux, Solaris and Windows. Internal technology included Windows domains spanning multiple geographical locations and Exchange Server. Production environment spanned multiple physical locations supporting high availability, dedicated networks, and the use of Akamai for content caching and routing optimizations.

## **EDITOR IN CHIEF AT ZEND DEVELOPER ZONE**

[DEVZONE.ZEND.COM](http://DEVZONE.ZEND.COM)

*Jan 2006 – Aug 2006 (via MindHeap contract)*

Contract work reporting to the Chief Marketing Officer at Zend.

Designed, built, positioned, launched and acted as Editor-in-Chief and Product Manager for Zend Developer Zone, a community web site supporting professional PHP developers. Managed growth of nascent site until permanent editor was put in place. Technologies used in building the site include PHP, Zend Framework, Smarty, JavaScript, XML-RPC, RSS and MySQL.

Created the tagline, theme, track scopes, and managed the call for papers for the Zend PHP Conference 2006.

For the CTO, I created the PhpBlox concept for RAD development in PHP along with a component model, basic components and prototype IDE including working WYSIWYG page editor. PhpBlox was used in Zend keynotes and as a prototype for future formal efforts. Technologies used in this project include PHP, C#, WinForms, Netrix, and MySQL.

Reporting to the CTO, I also acted as interim manager and lead for the Zend Framework open-source project ([framework.zend.com](http://framework.zend.com)) revamping the project infrastructure, processes and putting it on track for consistent releases.

## **SESSIONAL INSTRUCTOR AT UNIVERSITY OF VICTORIA**

[WWW.UVIC.CA](http://WWW.UVIC.CA)

*Jan 2006 – May 2006*

To fill a shortage in teaching staff, taught in the Department of Computer Science for courses relating to Object Oriented programming specifically in Java. Courses covered agile processes, UML, and design patterns.

## **DIRECTOR, ENGINEERING PRODUCT MANAGEMENT AT BEA SYSTEMS**

[WWW.BEA.COM](http://WWW.BEA.COM)

*Dec 2002 – May 2003*

Short term contract working to drive home the first unified platform release of WebLogic (8.1); working mostly with the teams developing BEA Workshop IDE and associated tooling for platform components.



## **CHIEF ARCHITECT, JAVA BUSINESS UNIT AT BORLAND**

[WWW.BORLAND.COM](http://WWW.BORLAND.COM)

*Dec 2000 – Dec 2002 Chief Architect, Java Business Unit*

*Nov 1997 – Nov 1998 Director, Technical Business Development*

*Oct 1995 – Nov 1998 Senior Staff Engineer and JBuilder Architect*

As Chief Architect for the Java Business Unit, developed the product strategies for products within the business unit (JBuilder and Optimizelt), and drove corporate strategies in related areas. Managed the health and structure of the software architecture. Designed product features to answer market requirements and goals. Member of the business unit executive staff and also of the company's overall IP and Patent management and licensing group.

Designed and lead the development of a software licensing and registration system (Sanctuary) for the company replacing a prior unsuccessful project. Filed patent for a key system using randomized pairs of server-matched keys to prevent key generators from circumventing the licensing mechanism.

Initiated project Prophecy to research new development concepts based on model driven development, UML modeling, team development, and 4GL concepts based on the Java platform. These efforts fueled the acquisition of TogetherSoft and other product features.

Acted as Director, Technical Business Development during management team transition. Managed corporate-wide partnerships, IP and patent licensing, acquisition technical due diligence and research.

As Senior Engineer and leader in the JBuilder team, created the JBuilder concept as a stand-alone IDE (JAYVA), and led the product vision for the core IDE. Patented the combined class and source browsing IDE, and for navigational based IDE's which most modern IDE's are related.

Helped shape early Java in cooperation with Sun working on the original JavaBeans (Borland's Baja component model) and JDBC specifications. Worked directly with Sun on Java VM and AWT issues needing to be resolved to allow JBuilder to be successful.

Participated in Delphi product releases both via shared code between the JBuilder and Delphi teams, and also by direct contribution helping to close down problematic releases.

Some of the products mentioned above are now part of the Borland spin-off Code Gear ([www.codegear.com](http://www.codegear.com)).

## **CHIEF TECHNOLOGY OFFICER (CTO) AT OPENAVENUE**

(acquired)

*Jan 1999 – Dec 2000*

Co-founder of the company managing the startup and funding phases of the company until a full executive team was hired. Set the technical direction and strategy for the company, working in both the technical and business facets of the company.

OpenAvenue took a fresh look at the infrastructure for a software development team primarily using interaction via the Web. We developed a new working model for cross-team cooperation, internal teams working with outsourced teams, and the mix of open-source and internal developers.

SprintPCS was the first OpenAvenue customer tying together their geographically distributed teams through our technology. We were the caretaker of the CVS project, and hosted many open-source projects including commercial companies heading into open-source.

OpenAvenue acquired Miradi, a web-based project management ASP. OpenAvenue was then acquired back into StarBase which was then acquired by Borland.



## **DIRECTOR, SPECIAL PROJECTS AT STARBASE**

(acquired)

*Jan 1999 – Dec 2000*

Managed tactical development projects for business relationships with other software companies (including a licensing arrangement with Macromedia) and also for professional services. Developed technical prototypes for advanced web based versions of StarTeam that became the core of the OpenAvenue startup.

StarBase was the initial investor and a corporate founder in OpenAvenue (see above).

## **SENIOR INSTRUCTOR AND CONSULTANT AT GREENBRIER & RUSSEL**

(acquired)

*Dec 1994 – Nov 1995*

Led consulting engagements for Client/Server programming with PowerBuilder and DBA engagements with Sybase and Oracle. Top instructor for PowerSoft and Sybase.

Consulted to PowerSoft on future directions for the PowerScript language and PowerBuilder product line.

Greenbrier & Russel has since been acquired by Fujitsu Consulting.

## **TECHNICAL DIRECTOR AT DPSC COLORADO**

(closed)

*Oct 1993 – Dec 1994*

Led consulting engagements for Client/Server programming with PowerBuilder. Designed course curriculum and created education arm of the company.

Developed high-speed CD Rom White-Pages directory search system for USWest.

DPSC Colorado was folded into the parent company.

## **FOUNDER, LEAD ENGINEER AND MANAGER AT DVORAK DEVELOPMENT**

(closed)

*Jul 1992 – Oct 1993*

Continued development in Assembler and C on the Force Xbase compiler and libraries (acquired from Sophco – see below). Extended the language to support duck typing, untyped database definitions, type casting and other changes to give the language a more dynamic feel.

Creator and Product Manager of the NavCIS CompuServe offline navigation product. Created the concept for rich-text (WYSIWYG) e-mail with formatting, font choices and colors embedded within e-mail messages.

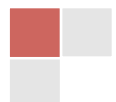
## **SOFTWARE ENGINEER AT ANNATEK (NOVELL)**

(acquired)

*Sep 1991 – Jul 1992*

Engineering effort in C/C++ towards software deployment and management product on Tandem, IBM host, and PC platforms.

Annatek was acquired by Novell and the company moved to join Novell in Utah.



## **SOFTWARE ENGINEER AT SOPHCO**

(acquired)

**1990 –1991**

Engineering effort in Assembler, C and Force on the Force Xbase compiler and libraries, Protec data security product and Offsite PC-DOS remote access software. Also Product Manager and developer for the RESTlib UI libraries and IDE for Force.

Sophco sold the Force product to the Dvorak Development founders, of which I was one.

## **91B, MEDICAL SPECIALIST AND EMT-B AT UNITED STATES ARMY RESERVE**

**1989 –1997**

Army combat medic and National Registry Certified EMT-B. Schooled at the Academy of Health Science, Ft. Sam Houston in San Antonio Texas in 1989 to 1990.

## **TECHNOLOGY DIRECTOR AT RESTAURANT RUNNERS (FRANCHISOR)**

**1988 –1990**

As a contractor, designed and built custom software solutions for the parent company of Restaurant Runners franchises. Managed the technology deployment for new franchises. Solutions included the customer ordering interface, real-time driver dispatching and communications, and customer and restaurant account management system.

The driver dispatching system included a computer assisted driver routing system based on determining the best driver choices for deliveries based on map locations and routes.

Technologies used include FoxPro and Clipper.

## **SOFTWARE CONSULTANT, INDEPENDENT CONTRACTING AND GAME DEVELOPER**

**1986 –1991**

Computerized small business including Doctor Offices, Video Stores, and the Restaurant Runner franchise.

In 1991, developed the ever silly (and hopefully forgotten) Iraqnaphobia game just prior to the start of the first Gulf War for a small game publishing company.

## **MISCELLANEOUS EXPERIENCE**

**1979 –1986**

Starting in 1979 programming with Basic on TRS-80's, moving to Atari home computers using Basic, Machine Language and Action!, building computer controlled robots out of spare parts, writing computer games, computer music, graphics tools for games and animation, and business graphing tools for 2D and 3D charts. Also contributed to the Carina BBS system and associated multiplayer online games.

Moved on to IBM PC's in 1981 with Turbo Pascal and later Turbo C, developed BBS and other communications systems, many database applications, and a word processor.



These references were generated from LinkedIn and can be viewed at [www.linkedin.com/in/jaysonminard](http://www.linkedin.com/in/jaysonminard) in context.

**John Chase**, *Chief Financial Officer, Abebooks Inc.*, worked with Jayson at AbeBooks:

***"I have worked with Jason on a number of projects and have found that he has a great ability to assess a complicated situation and correctly diagnose or improve the matter. He is articulate and his advice is prescriptive and on the mark!"***

**John Davis**, *Director, Operations, AbeBooks*, reported to Jayson at AbeBooks:

***"Jayson is the most capable and knowledgeable IT Technologist I've ever had the pleasure to work with. He has an advanced grasp of all things technical within IT, and is able to see the long term effect well into the future of architectural and technological decisions made now, from both a hardware and software perspective. I highly recommend Jayson as a person who can assess and provide direction to a company needing advanced thought leadership in the area of technical change and growth."***

**Cal Evans**, *Editor-in-Chief of DevZone, Zend, Inc.*, reported to Jayson at Zend Developer Zone:

***"Jayson was the original developer on DevZone and hired me to help and to write for DevZone. He was a great manager and developer. He helped me in so many ways that I can't list them all here. Suffice to say that I would work for him again any time."***

**Nori Nishigaya**, *Staff Engineer, Abebooks*, worked indirectly for Jayson at AbeBooks:

***"Jayson is one of the finest technologists that I've had the pleasure of working with. He rapidly assimilates new technology in a holistic way and is able to use that knowledge at all levels of an organization, be it as a CIO, CTO, architect or a programmer. His knowledge of programming and Internet technologies is prodigious. If you have technological needs, whatever it may be, Jayson can be of tremendous help."***

**Lisa Stevens**, *VP of Marketing, AbeBooks.com*, worked with Jayson at AbeBooks:

***"Working with Jayson was extraordinary. He's a true visionary and a great team player - can go from 2 feet to 20,000 feet and back again as required. His contributions to the success of AbeBooks are legendary in the company, and it would be an honor to work with him again. Jayson always showed sincere interest in supporting marketing and sales, and contributed significantly outside the traditional definition of his role as CTO. A "tech guy" who remembers the customer without being reminded is a valuable commodity."***



**Udo Goellmann**, *Manager, Sales & Account Management, Europe, AbeBooks Europe GmbH*, worked indirectly for Jayson at AbeBooks:

***"Jayson is one of the most creative & clever people I ever met: He developed a range of innovative ideas for new and improved products while remaining down-to-earth and keeping a solid "hands-on" attitude. It is a big pleasure and honor to work with him."***

**Nick Duncan**, *VP, Engineering, Abebooks*, reported to Jayson at AbeBooks:

***"Jayson is probably the strongest technical mind I have worked with. He moved AbeBooks from an environment with many single points of failure and many areas that were not up to industry standards to a world-class e-Commerce site. I enjoyed working with him and would do so again in a heartbeat."***

**Rick Pura**, *Co-Founder, abebooks.com*, managed Jayson indirectly at AbeBooks:

***"As a co-founder of the business, I recommended Jayson be hired to run our Systems department and never regretted it. He was and is an excellent choice."***

**Sue Connors**, *Director, Sales & Account Management, Abebooks*, worked with Jayson at AbeBooks:

***"Simply stated: Jayson is a technology genius. His strategic thinking combined with his deep knowledge of "everything technical" and intuitive understanding of the customer enables him to translate technology dreams into reality. I consider myself very lucky to have worked with Jayson on the AbeBooks team and will always welcome any opportunity to work with him in the future. He really gets the simple concept that the customer matters and there are real people behind the technology."***

**Chris Wan**, *Software Engineer, Abebooks Inc.*, reported to Jayson at AbeBooks:

***"Jayson is a technology guru and his breadth of experience is second to none. He has mastered the art form of identifying with customer needs and delivering the right technology solution that solves that need the first time. He engages the Business relentlessly by challenging ideas, creating solutions, and delivering them in a timely fashion. Jayson is a true leader that leads by example and with a level of commitment, passion and creative energy that inspires those around him. He is one of the primary reasons why I joined AbeBooks and I feel very fortunate for the opportunity to have worked with him. I would take the opportunity to work with him again in a heartbeat."***

**Aaron Rhodes**, *Community Relations Representative, OpenAvenue*, worked with Jayson at OpenAvenue:

***"Jayson is one of the most brilliant minds I have had the pleasure of knowing. He is a creative visionary as well as an excellent speaker. I would highly recommend him for a job involving***



***new technology or research, or to promote a product through client education and public presentation."***

**Dustin Rideout**, *Manager, Online Marketing, Abebooks Inc*, worked indirectly for Jayson at AbeBooks:

***"Jayson is one of the brightest and sharpest tech visionary I have had the pleasure of working with. His leadership and skills would be a great benefit to any organization"***

**Ivan Rincon**, *Technical Program Manager, Abebooks Inc.*, worked with Jayson at Abebooks:

***"Jayson is a professional with an excellent knowledge of technical issues. He is also a visionary and has a clear idea of where the technology is going."***

**Peter Locke**, *Senior Engineer / Dev Lead, Abebooks.com*, reported to Jayson at Abebooks:

***"In his time at Abebooks, Jayson has become a respected and valuable leader. He is hard working and knowledgeable, and does not hesitate to implement change when it is needed."***



- ✓ 2005 Global Integration Award for Excellence
- ✓ 2005 Integration Thought Leader Award
- ✓ 2005 ViaTec Newsmaker of the Year Award (AbeBooks)
- ✓ 2004 ViaTec Technology Company of the Year (AbeBooks)
- ✓ 2002 Jolt Hall of Fame (Borland)
- ✓ 2002 Software Development Productivity Award
- ✓ 2002 JavaPro Readers Choice Award
- ✓ 2002 Java Magazin Bestes Produkt Award
- ✓ 2001 JavaPro Readers Choice Award
- ✓ 2001 JavaWorld Editors Choice
- ✓ 2001 eWeek Excellence Award
- ✓ 2001 Java Report CUP Award
- ✓ 2001 Java Report Writers Choice
- ✓ 2001 VSj Reader Awards
- ✓ 2001 Java Magazin Bestes Produkt Award
- ✓ 2000 Software Development Product Excellence Award
- ✓ 2000 Java Report Writers Choice
- ✓ 11th Annual Jolt Product Excellence Award
- ✓ 10th Annual Jolt Product Excellence Award
- ✓ 1999 JavaWorld Readers Choice Award
- ✓ 1999 Java Report Writers Choice Award
- ✓ 1999 Java Systems Best of Show Award
- ✓ 1998 Java Systems Best of Show Award

